

CHANGE

ASC & MSC

Partner meeting Finland

2025.10.09



**Setting The
Standard for
Seafood**

About ASC

Short back drop

- Non-profit organization operating the world's leading certification program for responsibly farmed seafood
- Founded in 2010 by WWF and International Trade Initiative (IDH)
- Standard in two parts – environmental and social
- The standard is developed by 2000 aquaculture experts
- Based on best practices and sound science
- Measurable, metric and performance-based standards
- Transparency and traceability are key principles ([ASC Website](#))
- Constant improvements within the standard (3-5 year cycles)
- Only ISEAL* code compliant programme for Aquaculture
- 63 certified species from 52 sourcing origins



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ASC is driving Change

With a clear vision and mission to create better aquaculture

Vision

A world where aquaculture plays a major role in supplying food and social benefits for humanity whilst minimizing negative impacts on the environment.

Mission

A world where aquaculture plays a major role in supplying food and social benefits for humanity whilst minimizing negative impacts on the environment.



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FAO data
2023

ASC data
2025-09-01

Legend
■ % of global production volume ASC certified
■ % of global production volume not ASC certified

Global aquaculture production volume (FAO) with ASC certification - total



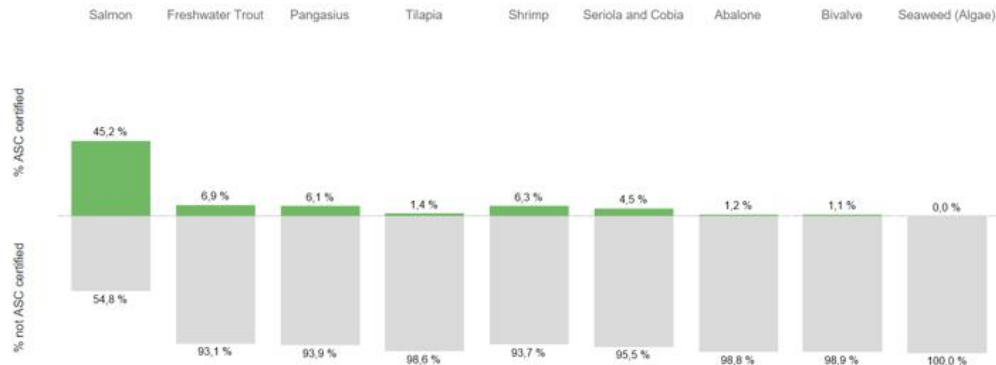
ASC certified production volume (t/year)	2 933 818
Global production volume (t/year)	97 040 054
Global production ASC certified	3.02%

Global aquaculture production volume (FAO) with ASC certification - by major species group



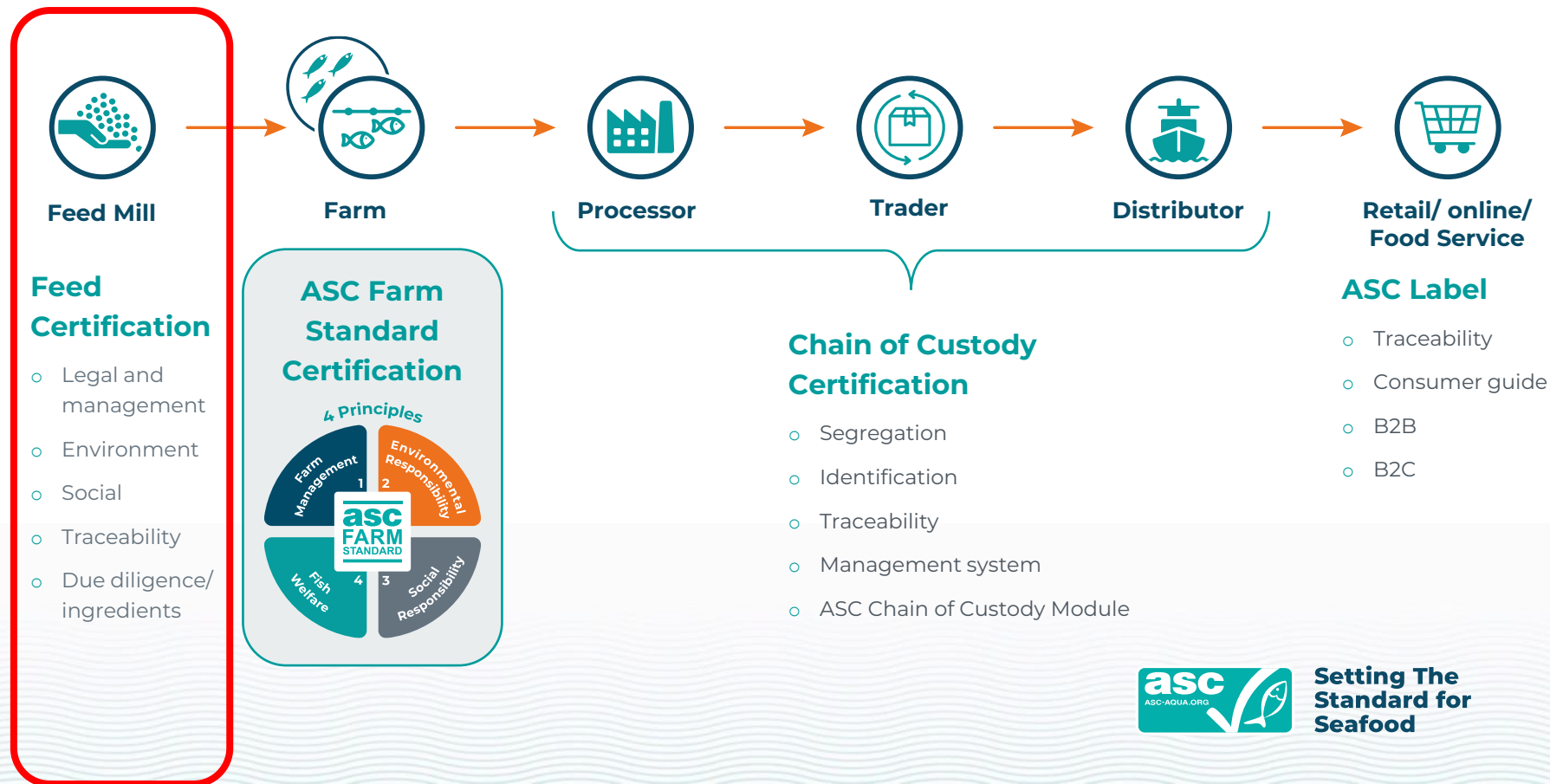
Allocated Species Groups	ASC certified production volume (t/year)	Global production volume (t/year)	Global production ASC certified
Null	0	1 476 439	0,00%
Crustaceans	766 525	13 687 971	5,60%
Fish	1 968 624	63 840 887	3,08%
Molluscs	198 669	19 511 196	1,02%
Seaweed & ..	619	37 048 777	0,00%
Slutsumma	2 934 437	135 565 270	2,16%

Global aquaculture production volume (FAO) with ASC certification - by ASC Standard



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The ASC Standard ecosystem



The ASC Feed Standard – your 360° coverage

ASC addresses impacts across all key ingredient groups and across the entire ingredient supply chain (feed mills & suppliers)



All crops in the feed (not just soya and palmoil) need to prove they come from sources that are not involved in **legal or illegal deforestation** and land conversion



Due diligence required down to tier 2 suppliers of feed mills for all ingredients (>1% in volume) on **key risks like IUU fishing, child/forced labour**



Works with an improvement model towards certified marine ingredients to provide realistic incentives for fisheries to improve their practices

MT improvement
& basic FIP

MarinTrust

MT &
comprehensive
FIP

MSC

3-year

3-year

3-year

The ASC Feed Standard

Holistic approach to responsible feed, verified at the farm and feed mill

Up to 90% of a farm's environmental impact comes from feed, primarily from the production and harvesting of raw materials

- ASC certified farms must source ASC conforming feed from ASC certified mills by **31 October 2025**
- Prescriptive due diligence on all feed ingredients $\geq 1\%$ inclusion to show **low legal, social, and environmental risk**, back to raw material production
- Deforestation- and land conversion-free** soy, palm, and plant ingredients (legal and illegal)
- Time-bound **improvement targets** for marine ingredients
- Supplier Code of Conduct reaching **two tiers upstream**



ASC Farm Standard:

Approved ingredients only

- Seaweed must come from regulated sources**
- No same-genus animal protein**
- No raw, wet, or unprocessed feed**

Follow feed efficiency limits (e.g., FFDRs)

Report feed use and efficiency annually



Setting The Standard for Seafood

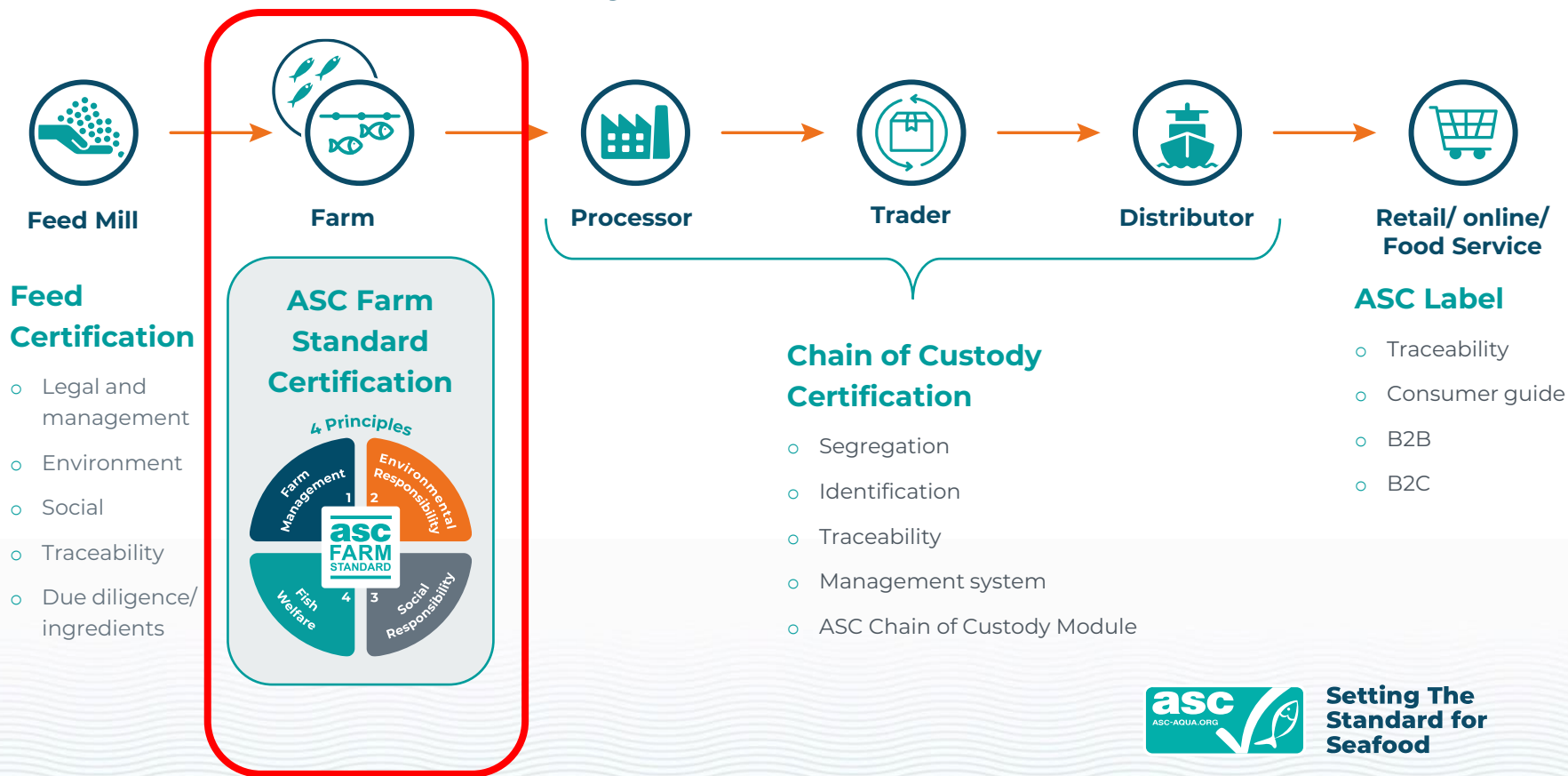


Altech[®] FENNOAQUA

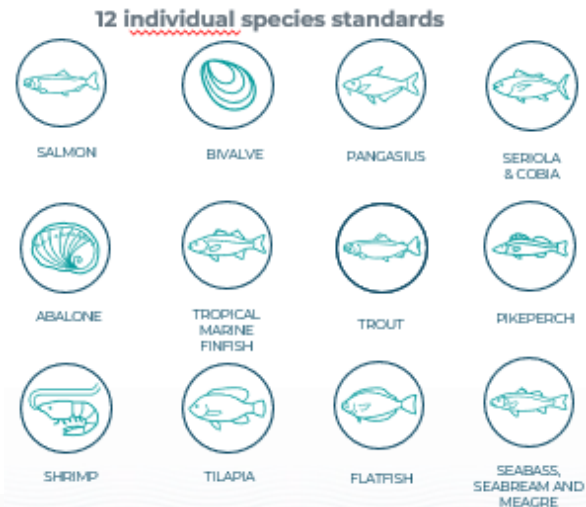


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ASC current species specific standards



Environmental and social focus

Measurable and science based indicators (auditable)

Third party annual audits

Farm audit reports made publically available

Continuous improvements 3-5 years (ISEAL)

*Cod to be launched coming weeks

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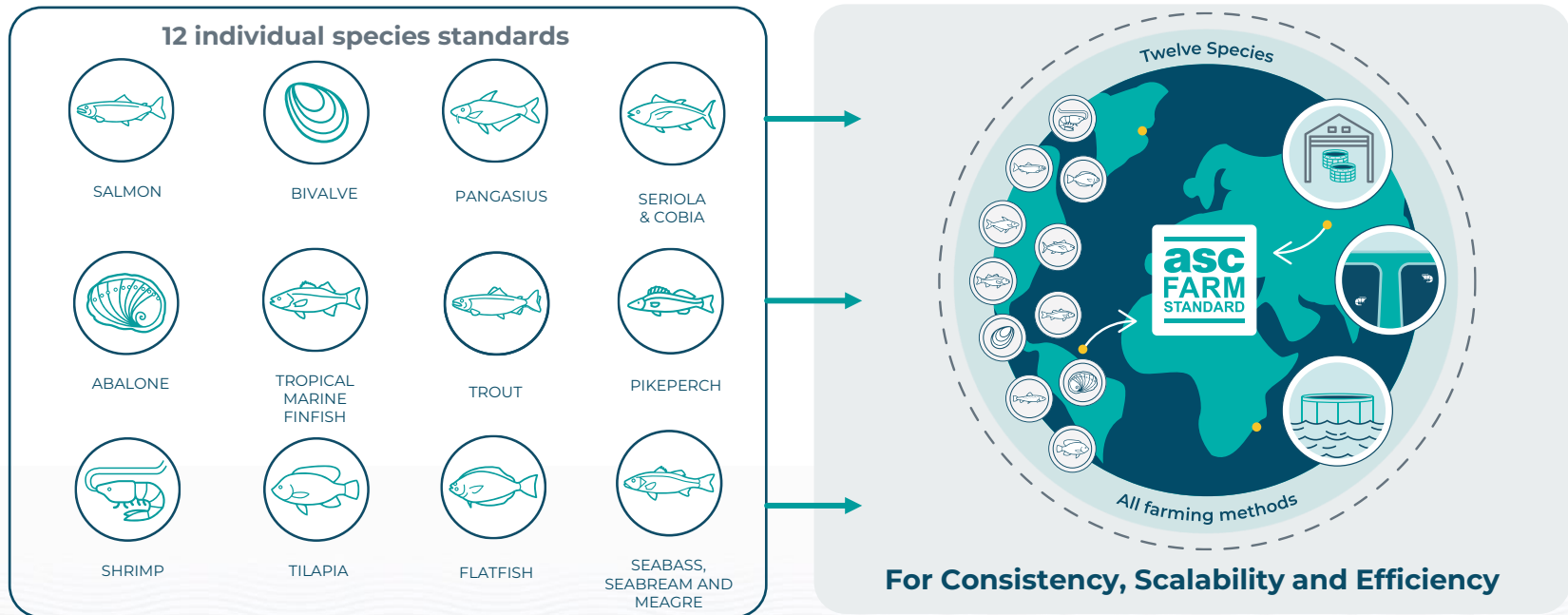
The ASC Farm Standard

– Drives change in aquaculture



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The ASC Farm Standard aligns existing species standards into one global standard



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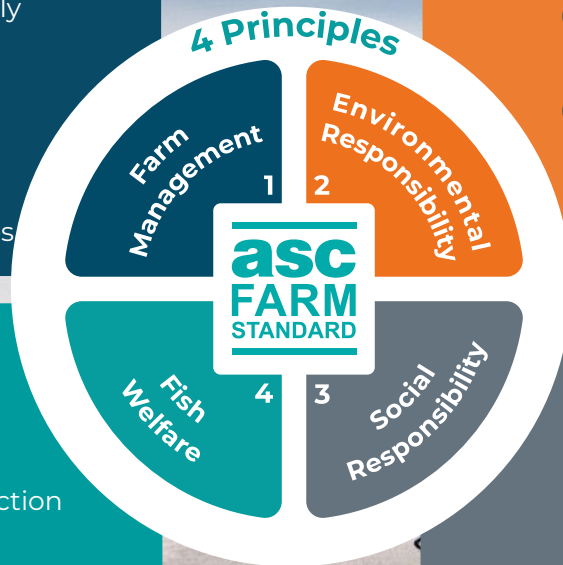


The ASC Farm Standard

Covering key issues material to consumers and regulators, including fish welfare

-  Management system to continuously improve effectiveness of operations
-  Improved traceability & transparency of reporting
-  Requirement on business ethics & for hatcheries and intermediate sites

-  Good practices & careful handling for better health and welfare
-  Implementing humane slaughter
-  Responsible use & continuous reduction of therapeutants (antibiotics)



-  New requirements on energy use & greenhouse gas emissions
-  Measure and improve biodiversity impacts: water quality, ecologically important habitats, escapes & benthos

-  Covering all core human & labour rights, working conditions and community engagement
-  Clear indicators guiding and anchoring implementation (incl remediation)



= new



= improved



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Two year transition period: Your support is needed!



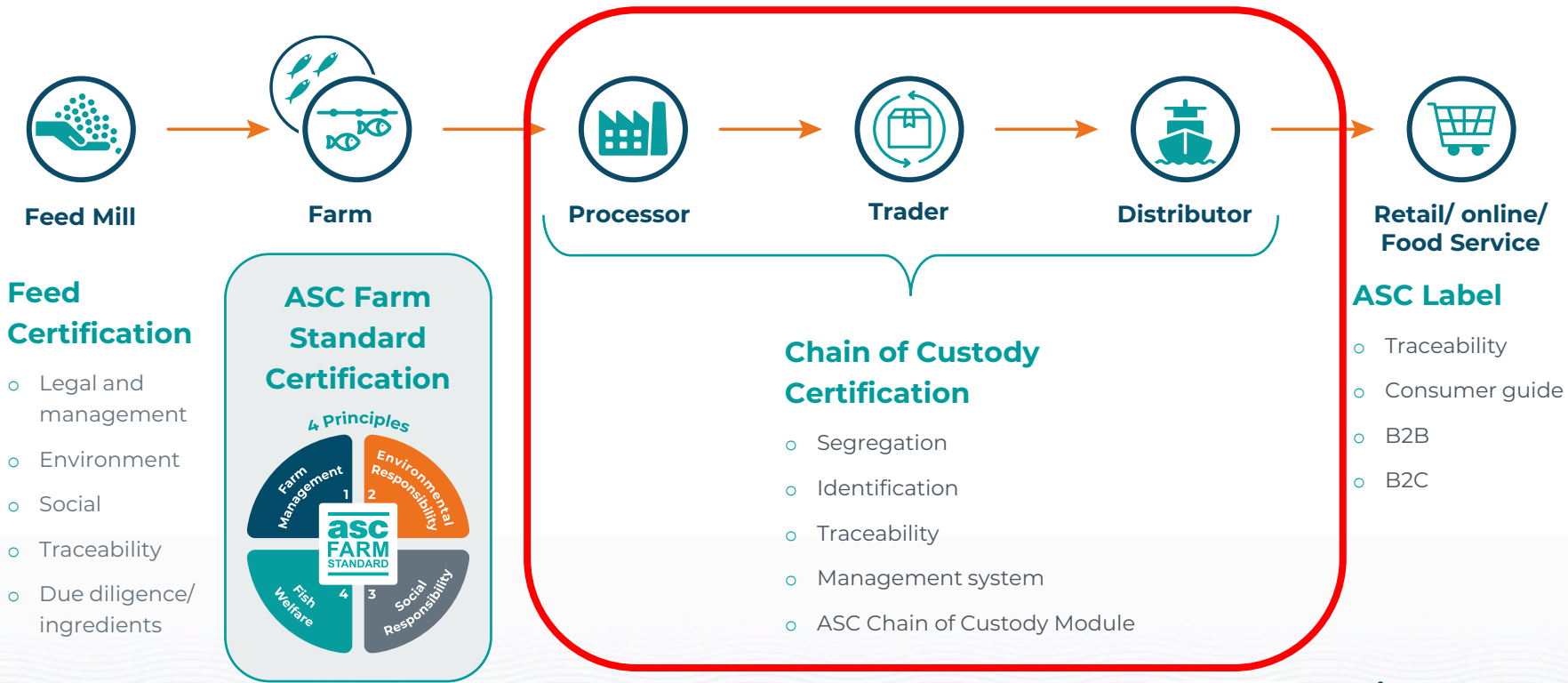
ASC Farm Certification support for producers



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The ASC Standard ecosystem



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Chain of Custody



CERTIFIED SUSTAINABLE SEAFOOD MSC
www.msc.org

TRAINED RESPONSIBLY asc
certified post-audit only

Get Certified

Your guide to the MSC and ASC Chain of Custody certification process

Chain of Custody Standard: Default Version
For single or multi-site organisations trading certified seafood such as a trader operating from one office or a processor with several factory locations.

- To ensure ASC certified products traded in the supply chain are actually from an ASC certified farm, all actors in the supply chain must have a valid Chain of Custody certificate.

- Shared with MSC

5 Principles

- Certified products are purchased from certified suppliers
- Certified products are identifiable
- Certified products are segregated
- Certified products are traced and volumes are registered
- There is a management system

- Subject to annual third party audits

- **ASC CoC Module**

Additional requirements on e.g Food Fraud and Food Safety (GFSI, ISO)

- **Social and working conditions to be included (in progress)**



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ASC Chain of Custody (CoC) Module Review: initial consultation

ASC is accelerating the transformation of seafood farming by championing the making of real and meaningful CHANGE.

Through this consultation, we seek stakeholder input on:

1. The project objectives, scope, justification, timeline and stakeholder engagement plan (Terms of Reference)
2. The main supply chain human rights issues to be addressed and how ASC should tackle them
3. Effective and efficient verification mechanisms for human rights
4. The approach ASC should take in including humane slaughter requirements for supply chain
5. Potential improvement to the food safety requirement
6. Alignment with MSC CoC Review
7. Potential coverage of other topics such as digital traceability and improver products

**Initial consultation for 30 days
(29 May – 29 June)**

CoC Module v2.0 development and internal agreement (June – December 2025)

CoC Module v2.0 second consultation for 60 days (March 2026)

ASC governance approval of CoC Module v2.0 (July – October 2026)

CoC Module v2.0 release (Nov 2026), effective (May 2027)

Traceability is a challenge in seafood supply chains

Complexity, gaps and pressures

- An average seafood product crosses **5+ international borders** before reaching consumers
(ITC Seafood Trade Flow Analysis, 2021)
- Seafood is the most globally traded commodity
- This can make supply chains opaque, resulting in limited visibility into many areas and creating risks:



Introducing TraceASC:

Farmed seafood supply chain
transparency



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What is TraceASC?

Comprehensive digital solution to transform transparency and traceability in ASC certified seafood supply chains

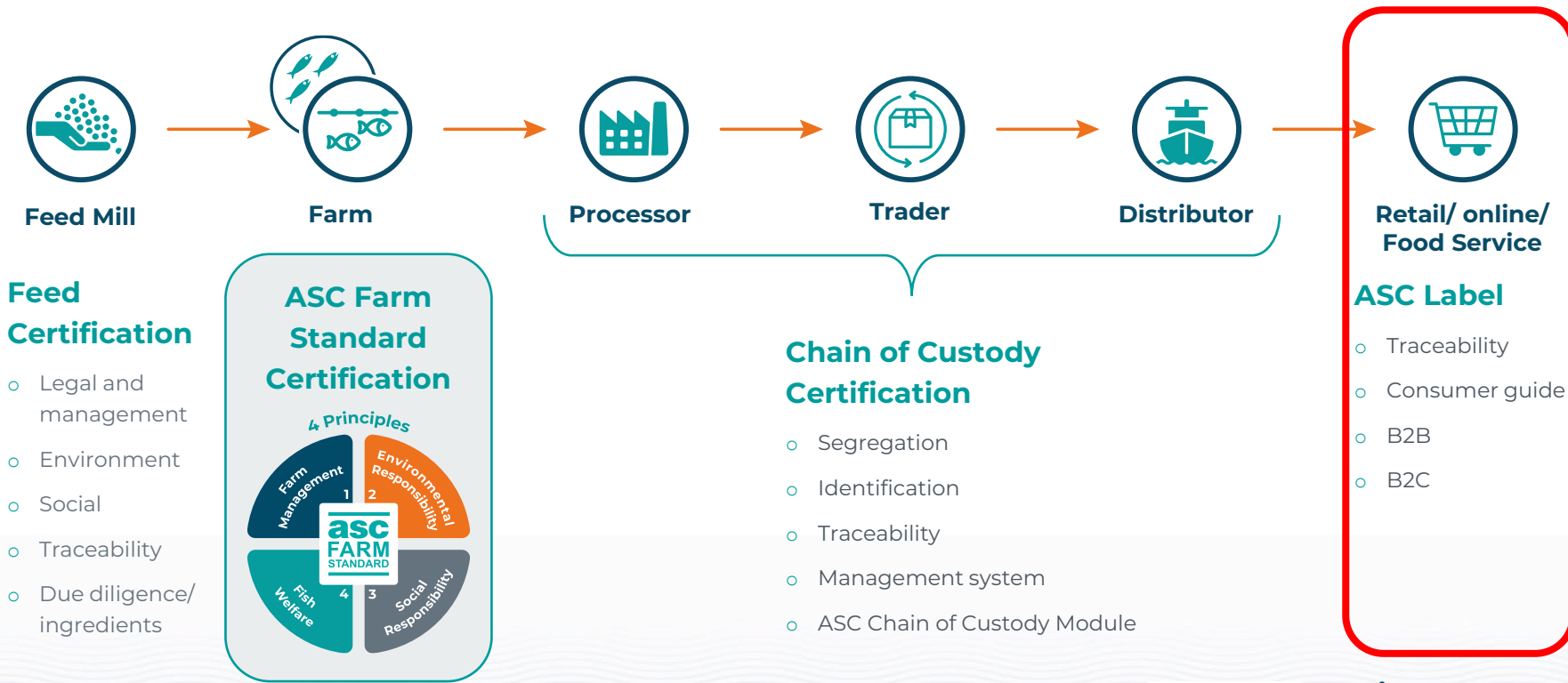
- Pioneering digital traceability system for ASC certified seafood
- Captures and conveys Key Data Elements (KDEs) throughout the supply chain, at every stage of the seafood journey
- Visibility of information exchange between your supply chain in a traceability report
- Merging audit and traceability data into a unified platform
- Empowers retailers, brands, suppliers and processors to identify and address environmental, social and governance (ESG) issues in their farmed seafood supply chains
- **The goal:** Enhancing transparency in ASC certified seafood supply chains

Join us on **Tuesday, 14 October 2025** to learn more about TraceASC and see a demo of the system in action. You have two options depending on what's most suitable for your timezone – please select one of the below:

Session 1: Europe and Asia (10am CET) - REGISTER NOW

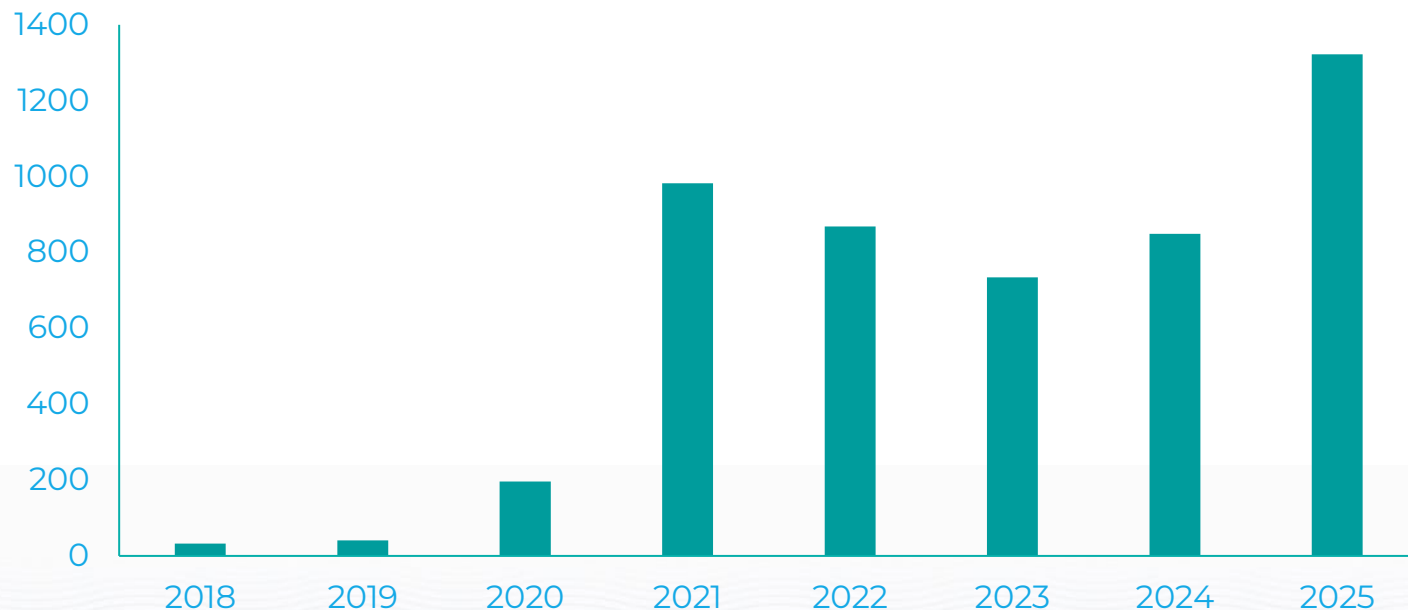
Session 2: Americas (10am PT) - REGISTER NOW

The ASC Standard ecosystem



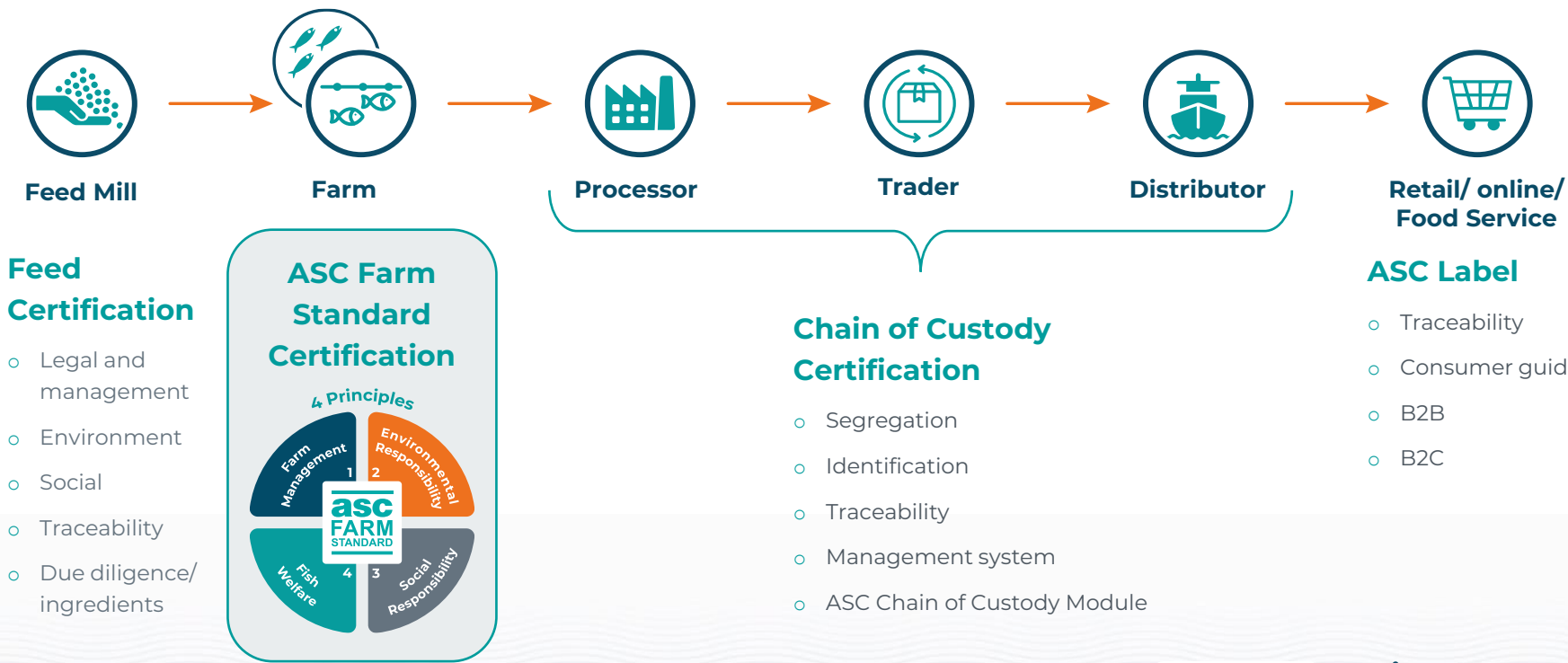
ASC development in Finland

Sold ASC Volume first 6 months per year in tonnes





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Kiitos!



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